

to Pattillo's *Sermons*. Out of 1,115 North Carolina subscribers to books in the eighteenth century only fifty-three men had more than one given name. Only two, Jean Louis Baptiste Moignard of Beaufort and John G. L. Schenck of Edgecombe County bore three given names, and they both subscribed to Martin's *The Office and Authority of a Justice of the Peace* in 1791. With the coming of the next century double names became more common, and we even find the name of one Robert C. T. Sydenham Hilliard among the subscribers to George Moses Horton's book of poems.

There is evidence that authors subscribed for their own works. James Iredell, for instance, appears among the list of subscribers to his volume of *Laws of the State of North-Carolina* published in Edenton by Hodge and Wills in 1791.

The names of only two North Carolinians appear among the subscribers to *The Self-Interpreting Bible*, the first Bible printed in New York City, which was issued in 1792. A Wilmington merchant took one copy, and John Boyse, A.M., of Coddle Creek, Iredell County, subscribed for 36 copies. We can only guess what Boyse did with so many copies, but it is easy to imagine that he was a schoolmaster or perhaps a minister and that he sold Bibles to supplement his meager income from teaching or preaching. Merchants frequently subscribed for a number of copies of a title, undoubtedly selling books along with their general merchandise.

The third arbitrary category of subscription books (titles proposed for publication by subscription, but of which no copies are now known and, therefore, presumed never actually to have been printed), is based largely on advertisements which appeared in North Carolina newspapers. Three examples will serve to illustrate this group and at the same time show the results of the efforts of some early journalists to write appealing advertising copy.

On October 6, 1775, the *North-Carolina Gazette*, in a most patriotic tone, recited the

PROPOSALS,

For printing by Subscription,

The most interesting Debates in the House of Commons that ever were agitated in that august and venerable Senate, the Speeches and Proceedings on the late Acts of Parliament, that were intended to sap the Foundations of *American Freedom*, and reduce these once happy Regions to a State of Ministerial Vassallage.